**adidas wins a double at the annual Discovery Sport Industry Awards**

**Cape Town, 13 February –** [adidas South Africa](http://www.adidas.co.za) walked away with two awards at the annual Discovery Sports Industry Awards held at the Sandton Convention Centre last night, for a second time in a row.

Adidas received six nominations out of a total of 12 categories. The nominations included the coveted cateogries of Best Integrated Sport Marketing Campaign, Best Sponsorship Of a Sport Team or Individual, Best Sponsorship of A Sport Event or Competition, Best Use Of PR In Sport Campaign, Sport Brand of the Year and TV Sport Commercial Of The Year.

The Brand was awarded best sponsorship of a Sport Event or Competition award for their #my journey campaign in [Old Mutual Two Oceans Marathon](http://www.twooceansmarathon.org.za/)  as well as Best Sponsorship of a Sport Team or Individual for the partnership with Premier Soccer League giants, Orlando Pirates. Again this is the second year in a row that adidas wins this.

“This is an incredible achievement for the adidas Brand and its partners, OMTOM and Orlando Pirates FC. adidas has continues to work at engaging and captivating the consumer through these partnerships. We are thrilled to see that our efforts are being recognised, for the second year in a row. This a great achievement indeed” concludes Brand Director at adidas South Africa, Mike Jaeggle.

**For up-to-date news from adidas South Africa or more information on adidas SA visit:**

The adidas news stream: [news.adidas.com/za](http://WWW.NEWS.ADIDAS.COM/ZA)

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